

# Amigos de SER

M E T R O - D E T R O I T

The corporate partnership program of  
SER Metro-Detroit Jobs for Progress, Inc.

The Amigos de SER corporate partnership program is comprised of business entities that partner with SER at the national and local levels. For over twenty years, these Amigos have provided SER with financial contributions, technical and in-kind support, and employment opportunities for applicants serviced and trained by SER.

SER Metro-Detroit's Amigos program was formed in 1982 under the leadership of Frank D. Stella, President of F.D. Stella Products, Inc. and F.D. Stella International Co. Today, SER Metro-Detroit's Amigos represent over 1,000 entities ranging from large corporations and government institutions to family-run businesses and community organizations.

## Benefits to Becoming an Amigo

SER understands that all companies need to maximize every dollar. With this in mind, we place a huge priority on promoting our corporate sponsors and have designed the Amigos program to ensure participants receive returns on their investments.

Amigos de SER receive benefits including\*:

- Access to qualified job applicants
- Labor Market Data and Trend Analyses
- Corporate promotion at SER events, and within SER publications and e-communications
- Corporate links at SERmetro.org
- Opportunities to build relationships with government, civic and community leaders
- Tax-related benefits
- Field-specific input that can tailor SER's business training to meet your needs

\*certain benefits based on level of participation

Dear Partner,



In 1982 a handful of Detroit's corporate leaders met with a small, but growing non-profit organization called SER Metro-Detroit.

As a result of this meeting, we formed a business advisory council called the "Amigos de SER." Combining our strengths, the Amigos and SER management set out to connect Detroit's growing workforce with employment opportunities at local businesses.

United by this vision ever since, the Amigos have helped make SER Metro-Detroit one of the country's most successful community-owned organizations. Through pooled resources and collaborative outreach efforts, SER and its Amigos have provided Detroit workers with satisfying long-term employment while also equipping local businesses with qualified employees. Additionally, SER graduates have pumped millions of dollars into Detroit's economy each year—a clear return on the investment of the Amigos de SER.

Even though there is still plenty of work to be done, the collaboration between the business and employment communities represented by the Amigos de SER has played a key role in the growth of Detroit's economy. It is my hope that you too will see the importance and possibilities of this type of collaboration and join the Amigos de SER today!

Sincerely,

A handwritten signature in black ink, appearing to read "Frank D. Stella".

Frank D. Stella  
Founder & Chairman, Amigos de SER

## How to Become an Amigo

There are three ways you can become an Amigo de SER:

### 1. FINANCIAL CONTRIBUTIONS:

Financial contributions received from the Amigos de SER make our efforts possible. Amigos can provide financial support to SER in the following ways:

#### Annual Giving and One-Time Contributions

Visit us online at [www.sermetro.org](http://www.sermetro.org) to take advantage of a simple online donation service that allows you to make a one-time contribution to SER or arrange contributions at set times throughout the year. You may also contact us at the number below to discuss giving opportunities over the phone.

#### Amigos de SER Business Recognition Luncheon

The SER Business Recognition Luncheon is held each fall and is SER Metro-Detroit's major fundraising event of the year. In addition to a mid-day gala, the event also includes a full-scale job fair in the morning. The luncheon is not only a great way to support SER, but also an excellent opportunity to develop relationships among leaders from the corporate, political, government and non-profit sectors. Please call us today to attend!

### 2. IN-KIND & TECHNICAL SUPPORT:

Through product contributions, pro bono services and by serving as advisors during the development of training programs, SER's Amigos greatly strengthen our organization's capacity. Visit us online, or call us today if you can provide in-kind or technical support to SER.

### 3. EMPLOYMENT PARTNERSHIPS:

SER's # 1 objective is to connect its customers with jobs and Amigos play a key role in this process. By participating as SER Hiring Partners, Amigos not only support Detroit's workforce, but gain access to qualified applicants ready to fill specific positions. For more information on becoming a SER Hiring Partner, please contact **Veronica Sanchez Peavey at (313) 846-2240 ext 262.**

**For more information or to register as an Amigo today, please contact:**

Blanca Almanza  
Vice President of Corporate Development  
(313) 846-2240 ext. 236  
[balmanza@sermetro.org](mailto:balmanza@sermetro.org)

**SER Metro-Detroit, Jobs for Progress, Inc.** is a multi-service, Michigan corporation committed to the development and utilization of the nation's workforce. SER promotes upward mobility and economic self-sufficiency for Metropolitan Detroit residents through a comprehensive service delivery system in the areas of literacy, education, employment, community development and economic opportunity .

The means by which we achieve our mission of cultivating a qualified, skilled and adaptable workforce for Metropolitan Detroit and the global economy is reflected in our name:

**Service, Employment and Redevelopment...SER!**